

## **Boys and Girls Country Specialist, Communications and Marketing**

**Department:** Development  
**Reports to:** Assoc. Director of Strategic Partnerships and Communications  
**Resume to:** sashas@boysandgirlscountry.org  
**Starting Salary:** \$50,000

### **Organization**

Boys and Girls Country's mission is to change the lives of children from families in crisis by loving and nurturing children in a Christian home, raising them to become self-sustaining and contributing adults. Boys and Girls Country serves boys and girls aged five to eighteen and 18 young adults in our College and Career program. Boys and Girls Country is located 35 miles northwest of Houston ([www.boysandgirlscountry.org](http://www.boysandgirlscountry.org)).

### **Position Summary**

The Communications and Marketing Specialist serves as the "storyteller" for the organization, ensuring timely, accurate, and compelling internal and external communications. The Communications and Marketing Specialist is an exceptional writer, an excellent communicator and has a deep understanding of social media and content production. Ideally, they also have experience working in a nonprofit setting and have an understanding and knowledge of development best practices as they relate to communications with different constituents.

### **Roles and Responsibilities**

- Works closely with the Development team, specifically the Assoc. Director of Strategic Partnerships and Communications, and the program staff to accurately capture, depict, and share the story of Boys and Girls Country with our many constituents.
- Coordinates the implementation of all public relations and marketing efforts to increase the visibility and awareness of Boys and Girls Country.
- Takes primary ownership of the process needed to ensure the accuracy and timeliness of written items coming out of the Development Department and the organization, including direct mail and email solicitations, newsletters, social media, press releases, and website content.
- Works closely with the Development Team and Program staff to determine print deadlines; takes ownership of setting, owning and meeting these deadlines.
- Takes primary responsibility for all written materials (newsletters, website, social media, blog, etc.) by either writing first drafts or ensuring that drafts are written and reviewed by the team as needed.
- Develop talking points, PR strategy and press releases needed by the organization.
- Develops relevant pieces associated with stewardship plans.
- Initiates and maintains relationships and positive public relations with local media contacts and community leaders.
- In consultation with Development Team and the Development Committee, establishes goals, objectives and strategies for fundraising. Tracks progress and strategizes to meet goals.
- Provides significant input to the organization's communications, including the website, print newsletter, electronic newsletters and social media tools including Facebook and Instagram.
- Work closely with the Director of Special Events and Stewardship to ensure all marketing and communications needs for the events are met.
- Develops and implements social media strategies.
- Oversees the creation, design, review and timeliness of all direct mail pieces.
- Serves as the primary liaison with the designer(s) and printer(s) of printed and online pieces.
- Reviews and reminds the organization of the brand standards and acceptable communication practices.
- Produces relevant graphic design, photography and video pieces to support communications

efforts.

- Coordinates photo content delivery from the program staff and organizes it on a shared drive.
- Attends internal events and takes necessary photos for content creation.

### **Development Team**

- Participate in Development Planning and is accountable for applicable items on the plan
- Develops, cultivates and stewards key vendor relationships
- Participates in all signature events
- Remains current in required and voluntary training
- Assists with other duties as assigned

### **Critical Skills Sets**

The successful candidate will possess the following:

- Strong focus on details and accuracy
- Significant experience with various development and marketing techniques, strategies and best practices, ideally including annual gifts, online fundraising, events, corporate partnerships, directmail and social media
- Ability to function as a dependable team member
- Have excellent written and verbal communication skills and an ability to vary communication strategy and tactics to meet the needs of varied constituents
- Ability to work efficiently on several projects simultaneously and prioritize deadlines
- Strong customer service personality and a willingness to roll up their sleeves and do whatever is necessary to get the job done
- Understanding of all aspects of Fund Development and ability to see the “big picture” and analyze data

### **Qualifications**

- **Minimum of Bachelor’s Degree**, preferred major in a field that will compliment position, such as English, Communications or Business Degree
- Experience in nonprofit sector, preferably 2-3 years in marketing and communications
- Excellent verbal and written communications skills
- Ability to present information concisely and effectively, both verbally and in writing
- Excellent organizational and time management skills are essential
- Expertise in AP Style
- Excellent interpersonal and interviewing skills
- Ability to work independently with little supervision
- Excellent Microsoft Office skills required
- Graphic design and video editing skills preferred (Adobe Creative Suite)
- Must be cleared through a criminal background and FBI finger print investigation.
- Must be cleared through a drug test panel.
- All staff that has contact with students must be tested for tuberculosis before the staff is assigned a responsibility to care for students.
- Must attend Boys and Girls Country orientation and pre-service training.

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I have read and agree that I am capable of performing the functions of this position with or without

reasonable accommodation. I further understand that the duties and responsibilities in this job description may be subject to change at any time.

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Print Name

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Date

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Signature

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Date

Please email your resume and cover letter for this position to [sashas@boysandgirlscountry.org](mailto:sashas@boysandgirlscountry.org).